

CITY OF ATLANTA, GEORGIA CLASSIFICATION SPECIFICATION

Job Title: Public Information Officer

Date: 1995

Purpose of Job

The purpose of this job is to perform professional public information and related research work for an assigned department. Duties include, but are not limited to: preparing news releases and advisories, public service announcements, statements, brochures, newsletters and reports of both technical and general content; researching and preparing speeches; developing media strategies; organizing and coordinating departmental related projects, programs and public relations endeavors; and processing associated paperwork.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Productivity and Accountability:

- Researches articles, reports, policies and other documents in preparation of articles and speeches including accurate data and information; disseminates statistical data.
- Drafts news articles for publication, press releases, public service announcements, media advisories and speeches to inform the public and for distribution to the news media; assists with written correspondence and proofreading materials.
- Monitors and peruses newspapers and other publications for articles related to the department; clips, catalogs and maintains files for news articles.
- Aids in determining appropriate timing to release information and the most effective way of presentation; formulates responses to media inquiries.
- Monitors public safety activities on local, national and international levels via print/broadcast media or Police communications systems.
- Staffs departmental or other functions with Police Chief as directed; assists Deputy Chiefs and other city or departmental or personnel as needed; represents office/department at various meetings.
- Designs and assembles layouts for presentations, programs and publications including displays, awards, brochures, reports, etc.

- Transports audio/visual equipment, platform furniture, displays, etc.; sets-up for presentations, press conferences, photo sessions, special events, etc.
- Responds to on-call duties and responsibilities 24-hours/7-days per week.

Planning and Organizing:

- Develops story ideas and promotional concepts for department activities; organizes internal projects and activities.
- Coordinates and schedules press conferences and interviews; arranges photograph sessions.
- Maintains accurate/documented public speaking calendar.

Communication:

- Maintains constant liaison with reporters, editors and the general news media; may attend press functions.
- Responds to questions, complaints and requests for information by telephone, in person or by mail from the news media, general public, elected and City officials, outside agencies, employees, superiors, etc.
- Communicates with department heads to acquire correct/accurate information; notifies management of incoming press releases; distributes news publications on events to superiors.
- Discusses and directs printing of departmental brochures and newsletters with sales representatives, graphic artists and printers.
- Answers the telephone; provides information, advice and guidance; takes and relays messages and/or direct calls to appropriate personnel; returns calls as necessary.

Administrative Duties:

- Maintains current code manual, policy and procedures, employee handbooks, various maps, etc., for reference and/or review.
- Substitutes for co-workers in temporary absence of same; performs flexible assignments as needed in emergency response; performs other administrative tasks as assigned.
- Reads literature to stay abreast of activities and projects of external agencies; reviews various trade and professional journals and publications.
- Attends shift meetings, seminars and training sessions as required to remain knowledgeable of departmental and city operations, to promote improved job performance and to stay current with changing state/municipal policies, procedures, codes and criminal/civil case law.

Equipment Use and Maintenance:

- Operates a computer, printer, etc., to enter, store and retrieve data, to prepare and produce reports, compose routine correspondence and disseminate information to others on the system; uses knowledge of various software programs in an effective and efficient manner.

- Utilizes a photocopy machine to copy and a facsimile machine to transmit and receive correspondence, documents and reports; uses a typewriter to complete forms and documents; uses a calculator to compute numbers for reporting purposes.

- Operates various photographic/video cameras and equipment for recording pictures of incidents/events for newspapers, journals, etc.; operates a tape recorder for recording information used with the news media; uses artists instrument for design and layout.
- Utilizes a vehicle to mobilize to meetings, events, perform various tasks, etc., which requires employee's presence outside employee's office building; uses radio, cellular phone and paging devices for communication purposes.

Record Keeping and Documentation:

- Completes daily time sheet and activity reports, incident reports, vehicle sign-out and maintenance requests and various other documents, forms and reports; maintains files and records.
- Drafts articles, letters, reports, marketing/PR plans, proposals and news releases for management's review prior to release.
- Prepares annual reports documenting accomplishments; prepares departmental brochures for programs and projects.
- Composes and prepares routine correspondence, letters, memoranda and other documents; compiles and maintains statistical reports; completes maintenance requests for equipment needing service and/or repair.
- Maintains files of articles, photographs, programs, news summaries, reports and on matters of interest to the department.

Interpersonal Relations:

- Interacts effectively with the journalists, photographers, news producer, managers, supervisors, department heads, co-workers, elected officials, and the general public.
- Assists management with graphic design and layout of brochures and various documents to be viewed by the public.
- Cooperates with federal, state, and local law enforcement agencies and its officers or representatives when their activities or investigations are related to on-going investigations being conducted by the Atlanta Police Department; works to achieve the highest level of cooperation and efficiency possible.

Marginal Job Functions

- Performs other related duties as required.

Knowledge of Job

Has general knowledge of the principles, practices and procedures of the City, Police Department and the various department operations and functions. Has considerable knowledge of journalism and news media practices, policies and procedures as necessary in the completion of daily responsibilities. Ability to comply with department plans and objectives for the expedience and effectiveness of specific duties of the City. Is able to implement long-term goals for the department in order to promote effectiveness and efficiency. Has general knowledge of all applicable laws, ordinances, policies, standards and regulations pertaining to the specific duties and responsibilities of the job. Is able to effectively communicate and interact with supervisors, elected officials, employees, members of the general public, media and all other groups involved in the activities of the City as they relate to the department. Ability to research, design and assemble layouts for presentations, programs and publications. Ability to prepare written reports in a concise, clear and effective manner. Has good organizational, human relations, and technical skills. Is able to use independent judgement and discretion in the handling of emergency situations, determining and deciding upon procedures to be implemented, setting priorities, maintaining standards, and resolving problems. Has the ability to comprehend, interpret, and apply regulations, procedures, and related information. Has comprehensive knowledge of the terminology, principles and methods utilized within the department. Has the mathematical ability to handle required calculations. Is knowledgeable and proficient with computers. Ability to read, understand and interpret reports, related materials and performs related work as required.

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree in Journalism, English, Business/Public Administration or Communications required; three years of experience in public relations or related experience required; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

**(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED
TO PERFORM ESSENTIAL JOB FUNCTIONS**

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of job related machines and/or office equipment. Must be able to move or carry job related objects or materials. Physical demand requirements are at levels of those for sedentary or office environment work.

DATA CONCEPTION: Requires the ability to compare and/or judge the readily observable functional, technical, structural, compositional or identifiable characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

INTERPERSONAL COMMUNICATION: Requires the ability to communicate with people to convey or exchange professional information.

LANGUAGE ABILITY: Requires the ability to read a variety of professional, technical and administrative documentation, directions, instructions, methods and procedures. May require the ability to produce reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to communicate with and before others using correct English.

INTELLIGENCE: Requires the ability to learn and understand subject matter principles and techniques; to make independent judgments in absence of supervision within the scope of respective job duties and tasks; to acquire and be able to expound on knowledge of topics related to primary occupation.

NUMERICAL APTITUDE: May require the ability to utilize mathematical formulas; add and subtract; multiply and divide totals; determine percentages; determine time and weight; and interpret same as may be appropriate.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape.

MOTOR COORDINATION: Requires the ability to utilize job related equipment in the course of accomplishing job duties and tasks associated with respective primary duties.

COLOR DISCRIMINATION: May require the ability to differentiate colors and shades of color.

INTERPERSONAL TEMPERAMENT: Requires the ability to interact with people (i.e. staff, supervisors, general public and elected officials) beyond giving the receiving instructions. Must be adaptable to performing under minimal stress when confronted with an emergency.